

Dalia Ayache

Account Manager & Sales Executive

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SUMMARY

A high-performing Account Manager & Sales Executive with 5+ years of experience driving outbound growth and consultative selling across GCC and international markets. Proven track record in generating qualified meetings and consistently sustaining high-activity pipelines with daily calls and emails, converting cold lists into decision-maker introductions and discovery sessions. Skilled in leading needs assessments, coordinating pre-sales and technical teams, and progressing proposals to final-stage discussions through compelling presentations and accurate solution scoping. Demonstrated strength in account management and retention, managing active accounts, expanding product adoption through upselling, and maintaining retention. Seeking to leverage pipeline ownership, relationship-building, and solution-selling expertise to accelerate revenue growth and long-term client success.

PROFESSIONAL EXPERIENCE

Account Manager & Sales Executive – August 2023 - Present

Exquitech

- Drove outbound prospecting to SMBs via WhatsApp, email, and calls, booking 15 discovery meetings per month.
- Handled 60 daily calls and emails, sustaining pipeline velocity and improving lead response rates significantly.
- Led discovery calls to map digital transformation needs, matching Dynamics 365 solutions to active accounts.
- Coordinated with pre-sales and technical teams, supporting demos that advanced 43 proposals to the final stage.
- Prepared tailored proposals with accurate licensing and scopes, achieving first-pass approval from stakeholders.
- Oversaw end-to-end sales cycles from Microsoft lead lists, accelerating discovery-to-proposal progression.
- Negotiated commercial terms with decision-makers, increasing close rates through solution-based tradeoffs.
- Maintained weekly account check-ins, resolving 89% of support issues within hours and preserving satisfaction.
- Executed upsell follow-ups on Dynamics modules and add-ons, expanding product adoption across accounts.
- Developed account plans for prospects, aligning business apps with operational goals and compliance needs.

Account Manager & Sales Executive – July 2024 - October 2025

Bespin Global

- Generated 417 qualified meetings across the UK, KSA, and UAE through targeted outreach and rapid follow-up.
- Supervised 4 BDRs, overseeing prospecting, cold calling, meeting-setting, and CRM data cleaning accuracy.
- Ran daily WhatsApp, email, and call sequences, qualifying prospects and turning cold lists into DM introductions.
- Partnered with Etisalat account managers on 152 shared accounts, ensuring aligned messaging and handovers.
- Co-led discovery sessions with technical specialists, translating business needs into AWS and Microsoft solutions.
- Delivered client presentations and proposal walkthroughs, improving stakeholder buy-in and increasing approval.
- Maintained CRM activity logs and pipeline notes, improving visibility for sales and operations teams firmwide.
- Launched telemarketing campaigns with marketing support, increasing inbound responses and brand visibility.
- Closed renewals and add-on upgrades for existing clients, strengthening relationships and sustaining revenue.

Sales Consultant & Account Manager – June 2022 - July 2023

Pipa Media

- Recruited 487 content creators via TikTok and Instagram outreach, expanding the Saudi creator network rapidly.
- Sent 50 daily outreach messages, converting cold creators into onboarding calls and boosting sign-up rates.
- Supervised 126 creator accounts, maintaining consistent guidance that improved attendance and engagement.
- Developed weekly content and challenge ideas, helping creators diversify formats and increase follower growth.
- Monitored creator performance, identifying underperforming accounts and lifting live revenue share by 16%.
- Resolved account issues and platform restrictions, restoring access for 34 creators and preventing disruptions.
- Strengthened creator relationships through daily check-ins, achieving 92% retention across the portfolio monthly.
- Pitched agency services during creator calls, increasing utilization and generating consistent five-figure revenue.

Sales Consultant – September 2020 - June 2022

Bankers Assurance

- Surpassed monthly targets by 18%, generating consistent high five-figure premiums through consultative selling.
- Built a personal prospecting network and worked company lead lists, booking 11 advisory meetings weekly.
- Delivered clear plan comparisons and benefit explanations, reducing client objections across follow-up cycles.
- Negotiated policy terms and premium structures, securing 14 new contracts monthly and improving retention.
- Introduced retention routines for renewing clients, improving annual policy renewals across recurring accounts.

EDUCATION

Bachelor's Degree in Business Management

Modern University for Business and Science

CERTIFICATES & TRAININGS

- Innovation and Entrepreneurship Diploma By AUB (2025)
- Training of Trainers (TOT) Certificate By British Training Company
- Design Thinking Certificate By Unicef & Nawaya (2023)

SKILLS

- Highly proficient in Sales Pipeline Management, Outbound Prospecting, Cold Outreach, Lead Qualification, Discovery Calls, Consultative Selling, Solution Selling, Account Management, Client Retention, Upselling Strategy, Cross Selling, Stakeholder Management, Objection Handling, Negotiation Skills, Proposal Development, Sales Forecasting, CRM Management, Customer Success, Relationship Building, Territory Management.
- Highly proficient in Salesforce, HubSpot CRM, Zoho CRM, Pipedrive, Microsoft Dynamics 365, LinkedIn Sales Navigator, Apollo, ZoomInfo, Lemlist, Outreach, Salesloft, Gong, Clari, Calendly, Aircall, RingCentral, Intercom, Zendesk, Jira, Asana, Microsoft Office Applications, and Google Workspace tools.

LANGUAGES

- Arabic (Native)

- English (Fluent)
- French (Basic)